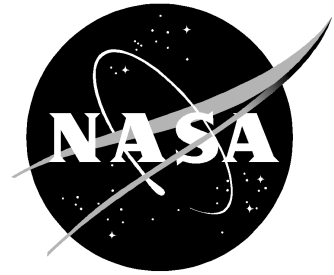


NewsRelease

National Aeronautics and
Space Administration
Langley Research Center
Hampton, Virginia 23681-2199



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NASA IS SHOWING IN A THEATRE NEAR YOU

As moviegoers wait in line to purchase tickets at Regal Entertainment Group (REG) theatres across the country, they will also get a lesson in science, technology, engineering and mathematics, as NASA becomes part of the movie preview line up.

REG theatres, including Regal Cinemas, United Artists Theatres and Edwards Theatres nationwide, have added NASA programming to their lobby-advertising venue. Through a partnership with NASA Langley Research Center's (LaRC) Center for Distance Learning, Hampton, Va., one-minute newsbreaks are being shown on 42-inch plasma screens nationally in REG theatre lobbies. The programming is from NASA's Kids Science News Network (KSNN).

"This special relationship with REG theatres is an opportunity to show the public NASA considers education a vital part of its service for students and adults," said Ron Shaneyfelt, KSNN program manager. "The in-theatre programming gives viewers information they may not find anywhere else."

Through this unique partnership, REG theatres will receive award-winning videos from KSNN. An estimated 14.4 million patrons will see NASA videos monthly in more than 400 REG theaters. REG theatres have scheduled lobby showings in September, October and December.

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KSNN features kids teaching science, technology, engineering, and math to other kids in an entertaining and instructional format. The newsbreaks answer commonly asked questions and engage students to research misconceptions they may have about math and science.

Produced by the LaRC Office of Education, KSNN newsbreaks may be downloaded from the Web with supporting content. Each component has a background information section. Students and educators can learn about the topic from a list of related resources and Web links. The hands-on activity can be used in the classroom or at home, allowing parents to get involved with their children's education, while sharing fun and exciting content.

REG is the largest motion picture exhibitor in the world. The company's theatre circuit, comprising Regal Cinemas, United Artists Theatres and Edwards Theatres, operates 6,053 screens in 544 locations in 39 states. Regal operates approximately 17 percent of all movie screens in the U. S. including theatres in 46 of the top 50 markets and growing suburban areas. Regal CineMedia is a wholly owned subsidiary of REG focusing on the expansion and development of advertising and new uses for Regal's theatre assets, while at the same time enhancing the movie-going experience.

Media are invited to attend the premiere event at Regal Greenbrier Cinemas 13, Chesapeake, Va., from noon to 2 p.m. EDT, Sept. 25, 2004. Media should contact Kimberly Land at: 757/864-9885 for details and directions.

To learn more about KSNN and other distance learning programming visit:

<http://dlcenter.larc.nasa.gov>

For information about NASA education programs on the Internet, visit:

<http://www.education.nasa.gov>

For information about NASA and agency programs on the Internet, visit:

<http://www.nasa.gov>

For information about REG (NYSE: RGC), Inc., visit:

<http://www.regmovies.com>
or
<http://www.regalcinemedia.com>